Belén Ibáñez
PRODUCT • UX • UI • DEVELOPMENT

+44 7840 204588
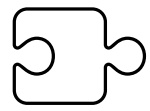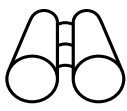belenibanez.com
belenibanezm@gmail.com

With over 14 years in Product, UX, UI Design, and Frontend Development, I bridge stakeholders' needs, ensuring project alignment. I've worked across industries like cybersecurity, AI, and logistics, focusing on SaaS/PaaS systems.
When embracing a lean design approach, I prioritize creation, iteration, and team innovation.
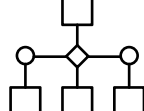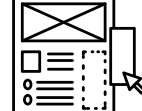
WHAT I DO

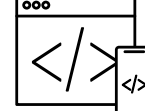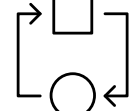| Problem Definition	Research	Product Shaping	Flow & Mapping	Wireframe & Prototype	UI & Visual Design	Layout & Markup	Test & Iteration

■ ADARMA Senior UX Designer adarma.com
AUG2023 – PRESENT

Lead Designer for Adarma's new cybersecurity product with dashboards to control operations, and plan a coverage. Product oriented role and constant interaction with engineering.

SaaS   Dashboards   Data Visualisation   Research   Product Definition   UI/UX   Figma

■ SILICO UX Engineer silicoai.com
DEC2020 – JUN2023

Designer/Developer for an AI Decision Intelligence Software. Involved from the initial stage of product definition to the component implementation in storybook.

SaaS   Dashboards   Data Visualisation   UI Development - React/Marerial   UX   Figma

■ BAND OF CODERS Senior Product UX UI Developer bandofcoders.com
AUG2019 – DEC2020

Contractor designer and frontend development for different projects of the company:

▫ HIGHLAND CAPITAL BROKERAGE
A B2B2C platform for calculating confidex score and providing insurance quotes.

SaaS   UI Development - React/Marerial   UX   Adobe XD

▫ PSA – PEUGEOT
US-Market approach. Set up your car configurator.
Early stage - Product Definition + UX.

Product Definition   Research   UX   Adobe XD

■ TIPIT Senior Product UX UI Developer tipit.net
DEC2017 – AUG2019

Contractor designer and frontend development for different projects of the company:

▫ OPENSTACK
Openstack summits implementation platform with multiple uses.

UI Development - React/Marerial   UX   Sketch

▫ FIBERCOVE
US Coworking Platform.

UI Development - React/Marerial   UX   Sketch

■ CAREERLIST Senior Product UX UI Developer careerlist.com
MAR2017 – DEC2017

Product Responsable. MVP and Features definition, Flowmaps and Journey Mapping, wireframes mocks and frontend development.
HR Platform. Connecting Leaders with Talents.

SaaS   UI Development - Angular/Bootstrap   Research   Product Definition   UX   Sketch   Adobe

■ EMERIOS Senior Product UX UI Developer emerios.com
DEC2013 – MAR2017

Product designer and frontend development. Sales Services and Regulation Platform.

SaaS   Dashboards   Data Visualisation   Product Definition   UX   UI Development - Angular/Foundation/Ionic   Adobe

■ QUBIT.TV UX UI Designer/Frontend Developer qubit.tv
MAY2011 – DEC2013

Designer for a vIdeo on demand platform. Smart TV – Web and Mobile implementation.

Adobe   UX   UI Development - Javascript/Bootstrap   Adobe

EDUCATION

MD in VISUAL COMMUNICATION
2019 Universidad Nacional De Rosario (UNR)

Diploma UX
2013 Instituto Tecnológico Nacional (ITBA)

BD in GRAPHIC DESIGN
2008 Nueva Escuela